CANTER, ACHENBAUM, HEEKIN INC.
Marketing Counselors

/IN A. ACHENBAUM
STANLEY D. CANTER
JAMES R. HEEKIN, JR.
FRED L. LEMONT
ROBERT A. WACHSLER

3 October 1979

Mr. James J. Morgan
Executive Vice President
Director of Marketing
Philip Morris U.S.A.
100 Park Avenue
New York, New York 10017

Dear Mr. Morgan:

The research data and analyses of the two studies described herein, which were conducted for Philip Morris U.S.A. by O'Brien-Sherwood Associates and Central Telephone Interviewing System, were examined and audited by Canter, Achenbaum, Heekin Inc.

We found that both were conducted in conformity with generally accepted research principles and practices in the field. Moreover, they are consistent with standard sampling procedures normally used in such research.

Alvin A. Achenbaum
Chairman of the Board

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